SEARCH ENGINE MARKETING AS THE IMPORTANT MARKETING COMMUNICATION TOOL

Summary

Marketing communications on the Internet must include search engine marketing (SEM). Company's online presence is complicated with organic search, pay-per-click ads, keyword phrase positioning, relevant inbound links, and the impact of site content. Web positioning attempts to improve rankings for relevant keywords in search engine results by improving a website's structure, content, and relevant backlink count. The most important is website positioning costs a lot less than most other ways of marketing communications tools on the Internet.

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